

The Boulder Sugar-Sweetened Beverage Tax is Here

Starting July 1, 2017, a 2 cents-per-ounce tax will be imposed on the distribution of drinks made with added sugar and other caloric sweeteners. Initiated by residents at the grassroots level, the Sugar-Sweetened Beverage Product Distribution Tax was adopted by Boulder voters in November 2016.



Affected drinks include but are not limited to:

**Regular Sodas • Sports Drinks • Sweetened Waters
Energy Drinks • Presweetened Coffees and Teas**

Where Will the Money Go?



**Health
Promotion**



**Physical Activity
Programs**



**Healthy
Foods**



**Nutrition and
Food Education**



**Wellness and Chronic Disease Prevention
Programs that Improve Health Equity**



**Other Health Programs Especially for
Residents with Low Income**

For more information, please visit
BoulderSugarBevTax.com

